

ORDER



Orders	Order / Rev:	207764	Primary AE:	Petry Philadelphia
	Alt Order #:	6854994	Sales Office:	P-PHI
	Product Desc:	order	Sales Region:	Nat
	Estimate:	924930		
	Flight Dates:	09/24/12 - 09/30/12		
	Original Date / Rev:	09/21/12 / 10/04/12		
	Order Type:	REG		
Agency	Name:	Smart Media Group		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		814 King Street	Billing Cycle:	EOM/EOC
		Alexandria, VA 22314	Agency Commission:	15%
Advertiser	Name:	POL/Detroit International Bridge		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PL2	Order Separation:	00:15:00
	Priority:	P4	Advertiser External ID:	
	Revenue Codes:	AGY, POL, POL-ISS	Agency External ID:	IN10086/SP6681/TO1332/MO1041

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/30/12	43	\$29,175.00	\$24,798.75	September 2012	43	\$29,175.00	\$24,798.75	0.00	
					Totals	43	\$29,175.00	\$24,798.75	0.00	

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share	Share	Total
WOOD	41%	\$29,175.00
Market	100%	\$71,158.54

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	2%	\$1,423.17
WGVK	0%	\$0.00
WGUV	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	36%	\$25,617.07
WXMI	6%	\$4,269.51
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	15%	\$10,673.78

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	09/24/12	09/24/12	M-F 11a-12p eightWest	CM	11a-12p	M-----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
EIGHT WEST															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 09/24/12	09/30/12	M-----	1	\$100.00	0.00								
E 2	WOOD	09/25/12	09/25/12		CM	11a-12p	-T-----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00

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Advertiser: POL/Detroit International Bridge
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				5am Daybreak 5am Daybreak											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-----		1				\$225.00		0.00			
E 19	WOOD	09/26/12	09/26/12	5am Daybreak 5am Daybreak	CM	5a-6am	--W----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--W----		1				\$225.00		0.00			
E 20	WOOD	09/27/12	09/27/12	5am Daybreak 5am Daybreak	CM	5a-6am	---T---	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---T---		1				\$225.00		0.00			
E 21	WOOD	09/28/12	09/28/12	5am Daybreak 5am Daybreak	CM	5a-6am	---F--	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---F--		1				\$225.00		0.00			
E 22	WOOD	09/24/12	09/24/12	Today Show 2 Today Show 2	CM	9-10a	M-----	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
				TODAY SHOW II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1				\$500.00		0.00			
E 23	WOOD	09/25/12	09/25/12	Today Show 2 Today Show 2	CM	9-10a	-T-----	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
				TODAY SHOW II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-----		1				\$500.00		0.00			
E 24	WOOD	09/26/12	09/26/12	Today Show 2 Today Show 2	CM	9-10a	--W----	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
				TODAY SHOW II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--W----		1				\$500.00		0.00			
E 25	WOOD	09/27/12	09/27/12	Today Show 2 Today Show 2	CM	9-10a	---T---	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
				TODAY SHOW II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---T---		1				\$500.00		0.00			
E 26	WOOD	09/28/12	09/28/12	Today Show 2 Today Show 2	CM	9-10a	---F--	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
				TODAY SHOW II											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---F--		1				\$500.00		0.00			
E 27	WOOD	09/29/12	09/29/12	Daybreak Sat @6am Daybreak Sat 6am	CM	6-7a	-----S-	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-		1				\$300.00		0.00			
E 28	WOOD	09/24/12	09/24/12	M-F 5p News M-F News 8 @5p	CM	5-530p	M-----	:30	1	\$1,100.00	P4	0.00	NM	1	\$1,100.00
				NEWS 8 AT 5PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1				\$1,100.00		0.00			
E 29	WOOD	09/25/12	09/25/12	M-F 5p News M-F News 8 @5p	CM	5-530p	-T-----	:30	1	\$1,100.00	P4	0.00	NM	1	\$1,100.00
				NEWS 8 AT 5PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-----		1				\$1,100.00		0.00			
E 30	WOOD	09/26/12	09/26/12		CM	5-530p	--W----	:30	1	\$1,100.00	P4	0.00	NM	1	\$1,100.00

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NEWS 8 AT 11PM																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/24/12	09/30/12	M-----	1	\$1,000.00	0.00																					
E 42	WOOD	09/25/12	09/25/12	LN M-F M-F News 8 @ 11	CM	11-1135p	-T-----	:30	1	\$1,000.00	P4	0.00	NM	1	\$1,000.00											
NEWS 8 AT 11PM																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/24/12	09/30/12	-T-----	1	\$1,000.00	0.00																					
E 43	WOOD	09/26/12	09/26/12	LN M-F M-F News 8 @ 11	CM	11-1135p	--W----	:30	1	\$1,000.00	P4	0.00	NM	1	\$1,000.00											
NEWS 8 AT 11PM																										
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Week: 09/24/12	09/30/12	--W----	1	\$1,000.00	0.00																					
E 44	WOOD	09/27/12	09/27/12	LN M-F M-F News 8 @ 11	CM	11-1135p	--T---	:30	1	\$1,000.00	P4	0.00	NM	1	\$1,000.00											
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/24/12	09/30/12	--T---	1	\$1,000.00	0.00																					
E 45	WOOD	09/28/12	09/28/12	LN M-F M-F News 8 @ 11	CM	11-1135p	---F--	:30	1	\$1,000.00	P4	0.00	NM	1	\$1,000.00											
NEWS 8 AT 11PM																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/24/12	09/30/12	---F--	1	\$1,000.00	0.00																					
E 46	WOOD	09/29/12	09/29/12	LN Sa Saturday News 8 @11	CM	11-1130p	-----S-	:30	1	\$1,000.00	P4	0.00	NM	1	\$1,000.00											
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/24/12	09/30/12	-----S-	1	\$1,000.00	0.00																					
E 47	WOOD	09/29/12	09/29/12	Sa Prime Sat Prime Rotator	CM	758-11p	-----S-	:30	1	\$500.00	P6	0.00	NM	1	\$500.00											
PRIME ENCORES																										
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Week: 09/24/12	09/30/12	-----S-	1	\$500.00	0.00																					

Totals 43 \$29,175.00